

## CLAIMS

1. The use of water soluble surfactants as structurants in structured surfactant systems.
2. A structured surfactant system having suspending properties which comprises a surfactant, water and a structurant characterised in that said structurant comprises a water soluble carbohydrate.
3. A system according to claim 2 which consists of a G-phase.
4. A system according to claim 3 wherein said G-phase has a lamellar repeat spacing greater than 15nm.
5. A composition according to claim 4 which is transparent.
6. A structured surfactant system having suspending properties and surfactant, carbohydrate and water and having a structural feature with a repeat spacing of from 20 to 50nm.
7. A system according to claim 4 wherein said feature is lamellar.
8. A system according to any of claims 2 to 7 wherein said carbohydrate is present in any amount of at least 25% by weight of the mixture of water surfactant carbohydrate.
9. A system according to any of claims 2 to 8 wherein the surfactant is present in an amount of from 1 to 60% by weight of the system.
10. A system according to any of claims 2 to 9 containing more than 20% by weight water.

11. A system according to claim 10 containing 30 to 60% by weight water.
- Sub Q4 → 12. A composition according to any of claims 2 to 11 wherein the carbohydrate is a mono or disaccharide sugar, gluconic acid, mannitol, ascorbic acid, sorbitol, mannitol or inositol.
13. An aqueous suspension comprising a system according to any of claims 2 to 7 and particles of solid, liquid or gas stably suspended therein.
14. A composition according to claim 13 wherein said particles comprise a builder.
- Sub Q5 → 15. A composition according to either of claims 13 and 14 wherein said particles comprise an abrasive.
16. A composition according to any of claims 13 to 16 wherein said particles comprise a pesticide.
17. A composition according to any of claims 13 to 16 wherein said particles comprise an oil.
18. A composition according to any of claims 13 to 17 wherein said particles comprise a pigment.
19. A composition according to claim 18 having a plurality of differently pigmented zones producing a variegated visual effect.
20. A packaged fluid surfactant-containing product, comprising an at least partially transparent container, and therein a stable structured surfactant comprising a continuous phase and a dispersed phase and having a variegated appearance caused by the inclusion in localised portions of said structured surfactant of a dye or pigment which is insoluble in said continuous phase and

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present (A) as particles suspended in said continuous phase and having a particle size sufficiently small to be able to give said portions a substantially homogenous appearance which is visually distinct from other portions of said structured surfactant in said container, and/or (B) dissolved in or absorbed on said dispersed phase.

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